

# The Write Plan, LLC Newsletter

- A Technical Writing Solutions Company

"Being The Smartest Person In The Room and Creating Leaders  
As Consultants"

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## What's New ...

Hey gang sorry for the delay in the newsletter and calendar ... had a funeral to attend.

On a happier note its May and the weather is still crazy ??? I guess we are skipping Spring and heading to Summer once mother nature decides we have had enough of the ups and downs.

Mother's Day is just around the bend (May 13th) so do not forget!!! :o)

Mother's Day facts:

**14,027** The number of cosmetics, beauty supplies and perfume stores nationwide in 2008. Perfume is one of the most popular gifts given on Mother's Day.

**26,683** Number of jewelry stores in the United States in 2008 -- the place to purchase necklaces, earrings and other timeless pieces for mom.

Happy Networking !

*Chad*

"The NetworkING of Pittsburgh"

## About Us

To encourage and promote the growth and success of other business owners. We offer the benefits of years of experience creating the solutions to the problems that are often roadblocks on the path to success.

Instead of enjoying their professions, many business owners are feeling overworked and understaffed. **The Write Plan, LLC** can help you reclaim your original vision by offering friendly, collaborative assistance on large and small projects.

### NEED HELP PROMOTING A NETWORKING EVENT?

If your event would be of interest to entrepreneurs and small business owners please submit your event information for inclusion on the monthly networking events calendar by [clicking here](#).

### HAVING TROUBLE TELLING OTHERS YOUR BUSINESS EXISTS?

If you would like **over 2,400** other businesses to find your business monthly, why not [advertise](#) within this newsletter.

### HOW DO I SIGN-UP TO RECEIVE MY OWN COPY OF THE NEWSLETTER?

If you are looking to receive your very own copy of this newsletter each and every month please submit the form on our webpage [http://www.thewriteplanllc.com/Monthly\\_Newsletter.html](http://www.thewriteplanllc.com/Monthly_Newsletter.html)

### FEEDBACK, QUESTIONS, OR COMMENTS?

Please submit feedback, questions, or comments on the Request Form webpage [http://www.thewriteplanllc.com/Request\\_Form.html](http://www.thewriteplanllc.com/Request_Form.html)

### GUESTBOOK

Tell us what you think of our services, newsletter and networking calendar by [clicking here](#).



**For a few clients, some staff are distant or even hostile to a consultant. They seem to challenge the conclusions and disparage the skills as unnecessary to solving the client issue. It doesn't happen all the time, so is this about me or them, and what can I do about it, if anything?**

Consultants are hired because of their expertise, for their experience and knowledge, and their skills in tackling tough problems. We should be the smartest person in the room because that is what our clients expect of us. We are also supposed to be one or two steps ahead of the client, up on the latest technology and conversant in key business trends. It would be foolish to think we should be any less than our qualifications dictate. **Their knowing that we are on top of their business is key to their having confidence in our recommendations.**

If this is how you think of your role as a consultant, and we all know colleagues who think this way, then consider how this comes across to a client. Sure, you might have specialized experience and skills, but this does not demand that you abandon all sense of how your demeanor affects the client. Remember that you are being called in to support the organization, not run it. Your client may or may not be somewhat uncomfortable about having to call in help, and the reputation of consultants as being arrogant, whether fair or not, may precede your own image in the opinions of client staff. Reactions vary, but your providing value does not have to be accompanied by a sense of arrogance. You are there to advise, not make decisions about the organization. **Professionalism means respect for your role in the organization.**

**Tip:** A little humility goes a long way. I don't mean to just tamp down how impressed you are with your special skills. You are acting as a member of a profession whose reputation has an effect on how likely clients are to trust a consultant's recommendations and engage them in the future. Your overt show of respect and care for the well being of your client's staff pays benefits in their willingness to contribute to your success and the client's success.

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**The expressions goes something like, "The job of leaders is not the create followers, it is to create more leaders." What role can consultants play in creating leaders in their clients' organizations?**

If our goal is to improve the lot of a client's organization, this logically extends to creating in client staff the ability to develop leadership skills. In most organizations, leaders come in all flavors, not just the one at the top of the org chart. So, how does a consultant provide those skills and experiences that foster leadership?

I see three ways to do this. The first is by setting an example of a person who diagnoses, explores, challenges, and pushes the boundaries of what is possible in the organization. This is usually what you are asked to do in an organization, but you develop leaders by sharing your process and including staff in your deliberations. Second, what if you formally asked your sponsor to "assign" one or more staff to shadow you on the engagement? This allows you to, with sponsor approval, delegate some responsibility for project outcomes. Third, offer to train staff not participating in the project in some basic skills in organizational assessment, diagnostics, selected aspects of your technical disciplines and your philosophy about organizational change.

**Tip:** Beyond just delivering a better path forward, much of your value comes from sustained implementation of that improvement. This is best carried on by staff after you have concluded the engagement. Make development of technical and leadership skills a part of your engagement, and charge for the time you spend working with staff as a value add. **Broadening your contribution to trainer as well as consultant may be in the best interests of everyone.**

# Advertise here



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